

Timothy J. Yerdon **Marketing and Communications**



Tim Yerdon is responsible for developing and implementing Visteon's global brand strategy and its marketing strategy for new and existing products. His role includes driving upstream commercial engagement through various customer experiences – all aimed at helping Visteon deliver an unmatched vehicle cockpit electronics user experience. He also leads communications with key Visteon stakeholders including customers, suppliers, partners and employees.

Leveraging his background in engineering and innovation, Yerdon fosters collaborative efforts with technology/industry partners and government agencies to advance growth beyond traditional automotive electronics into the Internet of Things. He oversees the planning and execution of more than 150 customer events each year – at automaker sites and Visteon design centers and product showrooms around the world.

Yerdon has more than 20 years of automotive experience and is an established innovation leader, developing several first-to-market vehicle and product concepts. Previously he led the design experience, advanced cockpit electronics, advanced driver awareness systems and the InnovationWorks® organization. He has held various positions in manufacturing, product development, program management and racing at both Visteon and Ford Motor Co.

Yerdon serves on the board of directors for the automotive electronics division of the Consumer Technology Association (CTA™), and also serves on CTA's Board of Industry Leaders. He chairs the MICHauto/Detroit Regional Chamber talent committee, and serves on the University of Michigan-Dearborn's industry advisory board. He is also co-inventor on several patents awarded or pending in manufacturing, powertrain, electronics and interiors. He has a master's degree in manufacturing systems from the University of Michigan and a bachelor's degree in mechanical engineering technology from Penn State University.

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